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1934

“JOAN MARIE”

PLANT PATENT NO.3
(OCTOBER 20TH, 1931)

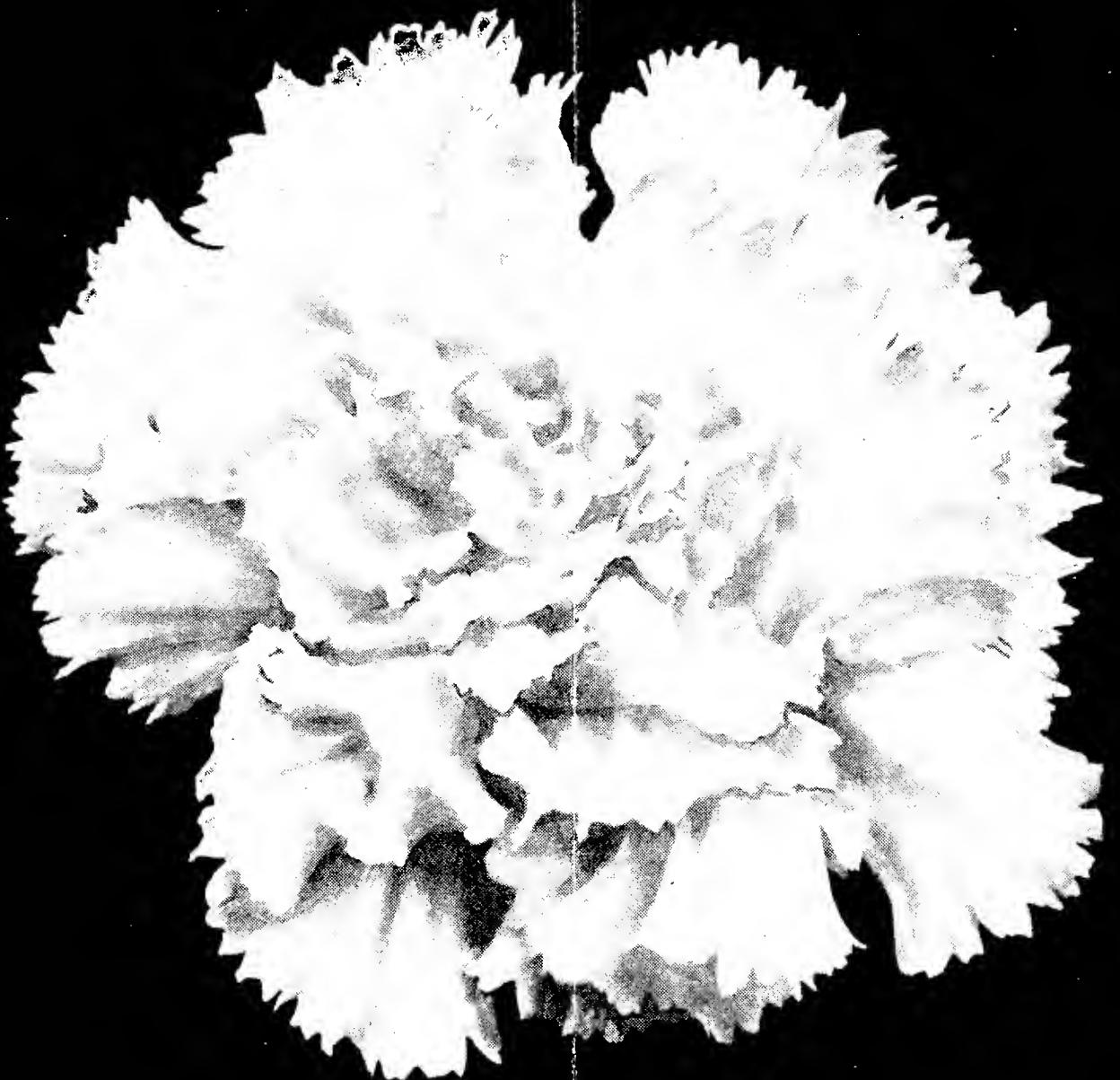
The Sensational NEW WHITE CARNATION

To Be Disseminated
in 1934
by

THE
FLOREX GARDENS
NORTH WALES, PA.

in Association with
the Leading Plantsmen of This
Country

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JOAN MARIE will be disseminated in 1934 and sold to the trade solely on the basis of FACTS and FIGURES. Medals and opinions before dissemination never made any carnation profitable to grow. FACTS determine that all-important point. We believe, therefore, that the information contained in the material that follows will prove of intense interest to you.

CHARACTERISTICS OF GROWTH AND HABIT OF *JOAN MARIE*

1. The flower is of unusual size; much larger than existing varieties. It has a high, *full* center and is very fully petalled, thus giving to the flower a fine formation. *It is the largest white carnation that has ever been offered to the trade.* Its size is apparent at the beginning of the season and *continues throughout the entire season.*

2. The color is pure white, and neither fumigation, nor unseasonable weather at any time of the year affects its color. It never shows any pink stripes or gets off-color.

3. The calyx is very large and full, and because of its formation *JOAN MARIE* does not split to any extent. Splitting does not even have to be considered in this variety. Those who have seen it say that *JOAN MARIE* has "the perfect calyx."

4. *JOAN MARIE* produces flowers of excellent quality. The unusual demand for them in the markets and the prices paid for them show without question that *JOAN MARIE* is a quality carnation.

5. The flowers are borne on strong, sturdy stems of unusual thickness, and the leaves are much broader than any carnation we have ever seen. *JOAN MARIE* is not a "grassy" grower.

6. *JOAN MARIE'S* excellent keeping qualities have accounted in no small measure for its tremendous popularity. Retail florists have kept *JOAN MARIE* for as long as *three weeks* and then used the flowers at the end of that period.

7. *JOAN MARIE* is a wonderful shipper. We have regularly shipped it during the entire season as far north as the Canadian

border and as far south as Georgia with excellent results.

8. JOAN MARIE is easily propagated, and those who have seen our cuttings will attest to the fact that it propagates freely and makes strong, healthy cuttings; far better ones than any existing variety.

9. Freedom from diseases is another important point, and here JOAN MARIE far exceeded any expectations. During its entire existence it has never been subject to any extent to stem rot or carnation blight. Plants do equally well indoors and in the field.

10. JOAN MARIE is easily grown. It grows best without feeding and this economy is a decided advantage.

PRODUCTION RECORD

Flowers Per Plant

It is an acknowledged fact that of all the varieties of commercial carnations grown today Ivory and Pink Abundance are the greatest producers. We grow both in quantity, yet JOAN MARIE PRODUCED MORE FLOWERS PER PLANT THAN EITHER IVORY OR PINK ABUNDANCE.

JOAN MARIE Produced:

- 12.93% more than Ivory
- 8.12% more than Pink Abundance
- 36.16% more than Spectrum Supreme
- 59.65% more than Boston Ward
- 127.95% more than Radiolite

Money Returned Per Sq. Ft. Bench Space

This is the all-important figure today. On our range this year JOAN MARIE gave us a greater revenue than any of the standard varieties we grow, and this despite the fact that it was an undisseminated variety on the market and commanded its price solely on its merits.

JOAN MARIE Returned:

27.87% more per square foot than Ivory

16.20% more per square foot than Abundance

27.83% more per square foot than Spec. Sup.

32.71% more per square foot than Boston Ward

99.24% more per square foot than Radiolite



STEADINESS OF CUTTING

JOAN MARIE was *never* off crop during the entire growing season. Its cut was far more steady than that of any other variety. With some pinching it avoids the early months of cheap prices, and then cuts steadily until the last of the season.

JOAN MARIE Cut:

4.64% of its season's cut in November
6.61% of its season's cut in December
12.59% of its season's cut in January
11.28% of its season's cut in February
9.78% of its season's cut in March
12.39% of its season's cut in April
18.45% of its season's cut in May
24.26% of its season's cut in June

We believe this record to be unequalled by any present-day variety.

SIZE OF FLOWER

JOAN MARIE'S average size for a fully developed flower during the entire season from November 1st to *June 20* was between $4\frac{1}{4}$ " and 5" across the flower.

THESE facts and figures have been taken direct from our Production Record and have been attested to by a Notary Public. They prove conclusively that no planting will be complete without JOAN MARIE.